

WXIX

## ORDER



Flight Dates 10/24/12-10/30/12

Contract / Revision 839309 / ROMNEY FOR PRESIDENT

Original Date / Revision 10/22/12 10/22/12 Agency Com 15%

Advertiser Romney, Mitt/R/President Billing Contact

138 Conant Street  
Beverly, MA 02494

Agency American Rambler Producti

Buying Contact

138 Conant Street  
Beverly, MA 02494Sales Office T-DC  
Sales Region National  
Agency Ref

Order Sep 00:00:00

Estimate # 21

Alt Order # 06389191

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL565

Priority P 1

Advertiser Ref

Primary Account Executive  
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	63	\$63,197.50	\$74,350.00	0.00	10/01/12	10/28/12	63	\$63,197.50	\$74,350.00
November 2012	28	\$25,797.50	\$30,350.00	0.00	10/29/12	10/30/12	28	\$25,797.50	\$30,350.00
Totals	91	\$88,995.00	\$104,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	10/29/12	10/30/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	MT-----	:30	4	\$600.00	P 1	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		4				\$600.00		0.00			
E 2	WXIX	10/24/12	10/26/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	--WTF--	:30	6	\$600.00	P 1	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		6				\$600.00		0.00			
E 3	WXIX	10/24/12	10/26/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	--WTF--	:30	6	\$600.00	P 1	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Contract / Revision **839309** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:00:00

Advertiser **Romney, Mitt/R/President** Product **ROMNEY FOR PRESIDENT** Estimate # **21**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WXIX	10/24/12	10/26/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	-- WTF--	:30	6	\$600.00	P 1	0.00 NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- WTF--					6	\$600.00		0.00		
E 4	WXIX	10/29/12	10/30/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	MT-----	:30	4	\$600.00	P 1	0.00 NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT-----					4	\$600.00		0.00		
E 5	WXIX	10/24/12	10/26/12	News @ 7a News @ 7am	Comm	7a-9a	-- WTF--	:30	6	\$600.00	P 1	0.00 NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- WTF--					6	\$600.00		0.00		
E 6	WXIX	10/29/12	10/30/12	News @ 7a News @ 7am	Comm	7a-9a	MT-----	:30	4	\$600.00	P 1	0.00 NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT-----					4	\$600.00		0.00		
E 7	WXIX	10/24/12	10/26/12	News @ 9a NEWS @ 9A	Comm	9-10A	-- WTF--	:30	6	\$450.00	P 1	0.00 NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- WTF--					6	\$450.00		0.00		
E 8	WXIX	10/29/12	10/30/12	News Extra 10-11A News Extra 10-11A	Comm	M-F 10-11A	MT-----	:30	4	\$450.00	P 1	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT-----					4	\$450.00		0.00		
E 9	WXIX	10/29/12	10/30/12	News At 630P News At 630P	Comm	630-7P	MT-----	:30	2	\$450.00	P 1	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT-----					2	\$450.00		0.00		
E 10	WXIX	10/24/12	10/26/12	News At 630P News At 630P	Comm	630-7P	-- WTF--	:30	3	\$450.00	P 1	0.00 NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- WTF--					3	\$450.00		0.00		
E 11	WXIX	10/24/12	10/26/12	Wheel Of Fortune 7P Wheel Of Fortune	Comm	7-730P	-- WTF--	:30	3	\$1,500.00	P 1	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- WTF--					3	\$1,500.00		0.00		
E 12	WXIX	10/29/12	10/30/12	Wheel Of Fortune 7P Wheel Of Fortune	Comm	7-730P	MT-----	:30	2	\$1,500.00	P 1	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT-----					2	\$1,500.00		0.00		
E 13	WXIX	10/29/12	10/30/12	Jeopardy 730P JEOPARDY	Comm	730-8P	MT-----	:30	2	\$1,800.00	P 1	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MT-----					2	\$1,800.00		0.00		
E 14	WXIX	10/24/12	10/26/12	Jeopardy 730P JEOPARDY	Comm	730-8P	-- WTF--	:30	3	\$1,800.00	P 1	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-- WTF--					3	\$1,800.00		0.00		
E 15	WXIX	10/29/12	10/30/12	Late News M-F Late News M-F	Comm	10-11P	MT-----	:30	4	\$1,400.00	P 1	0.00 NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



Contract / Revision **839309** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:00:00

Advertiser **Romney, Mitt/R/President** Product **ROMNEY FOR PRESIDENT** Estimate # **21**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WXIX	10/29/12	10/30/12	Late News M-F Late News M-F	Comm	10-11P	MT-----	:30	4	\$1,400.00	P 1	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	4		\$1,400.00		0.00						
E 16	WXIX	10/24/12	10/26/12	Late News M-F Late News M-F	Comm	10-11P	--WTF--	:30	6	\$1,400.00	P 1	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	6		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXIX	10/24/12-10/24/12		LATE RUN M-SU		VARIOUS	--W-----	:30		\$1,400.00		0.00	NM		
2	WXIX	10/25/12-10/25/12		LATE RUN M-SU		VARIOUS	---Th----	:30		\$1,400.00		0.00	NM		
5	WXIX	10/24/12-10/24/12		LATE RUN M-SU		VARIOUS	--W-----	:30		\$1,400.00		0.00	NM		
6	WXIX	10/25/12-10/25/12		LATE RUN M-SU		VARIOUS	---Th----	:30		\$1,400.00		0.00	NM		
E 17	WXIX	10/24/12	10/24/12	World Series on Fox World Series	Comm	830-1130P	--1----	:30	1	\$4,500.00	P 1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--1----	1		\$4,500.00		0.00						
E 18	WXIX	10/29/12	10/29/12	World Series on Fox World Series	Comm	830-1130P	1-----	:30	1	\$4,500.00	P 1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	1-----	1		\$4,500.00		0.00						
E 19	WXIX	10/30/12	10/30/12	Tue Hour 1 RAISING HOPE/BEN & K	Comm	T 8-9P (8:00 PM-8:30 PM)	-1-----	:30	1	\$3,750.00	P 1	0.00	NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1-----	1		\$3,750.00		0.00						
E 20	WXIX	10/27/12	10/27/12	News 8-10A Sat News 8-10A Sat	Comm	8-10A Sa (8:00 AM-8:30 AM)	-----2-	:30	2	\$400.00	P 1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----2-	2		\$400.00		0.00						
E 21	WXIX	10/27/12	10/27/12	News 8-10A Sat News 8-10A Sat	Comm	8-10A Sa (8:30 AM-9:00 AM)	-----2-	:30	2	\$400.00	P 1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----2-	2		\$400.00		0.00						
E 22	WXIX	10/27/12	10/27/12	News 8-10A Sat News 8-10A Sat	Comm	8-10A Sa (9:00 AM-9:30 AM)	-----2-	:30	2	\$400.00	P 1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----2-	2		\$400.00		0.00						
E 23	WXIX	10/27/12	10/27/12	News 8-10A Sat News 8-10A Sat	Comm	8-10A Sa (9:30 AM-10:00 AM)	-----2-	:30	2	\$400.00	P 1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----2-	2		\$400.00		0.00						
E 24	WXIX	10/27/12	10/27/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	-----2-	:30	2	\$1,200.00	P 1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----2-	2		\$1,200.00		0.00						
E 25	WXIX	10/27/12	10/27/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	-----2-	:30	2	\$1,200.00	P 1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----2-	2		\$1,200.00		0.00						
E 26	WXIX	10/28/12	10/28/12	FOX News Sunday Fox News Sunday	Comm	10-11A (10:00 AM-11:00 AM)	-----2	:30	2	\$300.00	P 1	0.00	NM	2	\$600.00



Contract / Revision      **839309**      Flight Dates **10/24/12-10/30/12**

### Hiatus Dates

Original Date / Revision    10/22/12/    10/22/12

Order Sep 00:00:00

<u>Advertiser</u>	<b>Romney, Mitt/R/President</b>	<u>Product</u>	<b>ROMNEY FOR PRESIDENT</b>	<u>Estimate #</u>	<b>21</b>
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	WXIX	10/28/12	10/28/12	FOX News Sunday Fox News Sunday	Comm	10-11A (10:00 AM-11:00 AM)	-----2	:30	2	\$300.00	P 1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----2		2				\$300.00		0.00			
E 27	WXIX	10/28/12	10/28/12	NFL on Fox Game 1 NFL on Fox	Comm	1-4P	-----2	:30	2	\$4,500.00	P 1	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----2		2				\$4,500.00		0.00			
E 28	WXIX	10/28/12	10/28/12	NFL on Fox Game 2 NFL on Fox	Comm	4-7P	-----2	:30	2	\$4,500.00	P 1	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----2		2				\$4,500.00		0.00			
E 29	WXIX	10/28/12	10/28/12	World Series on Fox World Series	Comm	730-11P	-----1	:30	1	\$4,500.00	P 1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1		1				\$4,500.00		0.00			
E 30	WXIX	10/28/12	10/28/12	LATE RUN M-SU NEWS/LATE	Comm	10-1030P	-----2	:30	2	\$1,400.00	P 1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----2		2				\$1,400.00		0.00			
E 31	WXIX	10/28/12	10/28/12	LATE RUN M-SU NEWS/LATE	Comm	1030P-11P	-----2	:30	2	\$1,400.00	P 1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----2		2				\$1,400.00		0.00			
Totals														91	\$104,700.00